



TO KNOW BETTER CAMPAIGN

ACTIVITY AND RESULTS TO DATE REPORT

October 2020 - Present

PHASE ONE RESULTS SNAPSHOT *(Previously reported)*

(October 2020-December 2020)

Total Entries: 105 entries representing 29 Orange County middle and high schools

Reach/Impressions: 5,868,217

Clicks to Website: 14,662

Total Impressions: Display: 2,166,665

Total Impressions: Social: 1,659,568

Total Impressions: Pre-Roll Video: 1,053,322

Total Impressions: Snapchat: 988,662

Each winner's school received funds toward anti-hate initiatives, professional help in bringing those initiatives to life, and a strong communications campaign to add to their college, job or internship applications. This work was carried forward in Phase Two of the To Know Better Campaign.

PHASE TWO SUMMARY

(January 2021-Present)

STUDENT CAMPAIGNS

Each District's winning teams were extended the opportunity to meet with the Reveille's professional creative and marketing team to learn how to take their winning entry and build a campaign around it. Reveille met with students from Samuelli Academy, Woodbridge High School and Western High School. In addition, Reveille presented creative concepts and campaign assets to support each team as they considered how to carry out more awareness within their schools surrounding anti-hate activities.

Links to the campaign toolkits can be found here:

[Woodbridge High](#)

[Samuelli Academy](#)

[Western High](#)

Feedback from both students and faculty advisors was overwhelmingly positive about the education process they experienced to learn how to build a campaign. Here's one quote that was captured from a faculty advisor:

"I wanted to express my immense gratitude for everything you did to help me and my students this year. Our drive-in show has been the highlight of the year! People can't stop talking about it! One of our dances was even shown at graduation and dance has NEVER been represented at our school. Everything that you and your team did to support our program was paramount to our success and we are forever grateful. I have attached a video (Final GR Reflection) that the students created as a way to share our process and give thanks to the many people who helped make our

